



## **“Social Media” Committee TERMS OF REFERENCE**

***“The Endourological Society, as a global organization endeavors to achieve a widely diverse committee membership including international representation”***

**Created:** June 1, 2023

**Term:** 4-year term

**Reviewed by:** Chandru Sundaram, M.D. (*Treasurer, Endourological Society*)  
Li-Ming Su, M.D. (*Secretary General, Endourological Society*)

**Approved by:** Chandru Sundaram, M.D.  
Li-Ming Su, M.D.

**Committee**

**Members:** The Social Media Committee consists of 9 members including the Chair.

**Purpose:**

- The purpose of the Social Media Committee is to manage the Endourology Society’s social media presence within the guidelines approved by the Board of Directors. The Social Media Committee will be accountable to the Board of Directors through the Chair of the Committee.

**Objective/  
Responsibilities:**

- Establish and build a virtual community for the Endourology Society through technology and social media.
- Raise awareness off all Endourology Society educational activities and initiatives (to include webinars, podcasts, global education (to include FTS and SURS) and endourology sound bites.
- Promote WCET as the premier international endourology conference through social media strategies that promote innovation, leadership and inclusion.
- During WCET meeting – live twitter coverage by committee members, reminders and announcements during live program and amplify user content.
- Strengthen and expand the social media impact of the Journal of Endourology and VideoUrology.
- Promote membership programs to include Summer Student Scholarship, International Traveling Scholarship and Fellowships.
- The Committee Chair is responsible for providing a report to the Board of Directors biannually (or when needed).

**Committee Meetings:** • The Social Media Committee will meet at the discretion of the committee Chair.